

ORDER



Orders	Order / Rev:	196347
	Alt Order #:	06838980
	Product Desc:	8/7-8/13 PAUL HIRSCHBIEL
	Estimate:	1552
	Flight Dates:	08/07/12 - 08/13/12
	Original Date / Rev:	08/06/12 / 08/06/12
	Order Type:	REG

WVBT

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Greer Margolis & Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Avenue Northwest
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Hirschbiel for Congress (D)
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	P1
	Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	14	\$3,225.00	\$2,741.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	14	\$3,225.00	\$2,741.25	0.00
Totals	14	\$3,225.00	\$2,741.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	7%	\$3,225.00
Market	100%	\$46,071.43

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	34%	\$15,664.29
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$10,596.43
WTVZ	2%	\$921.43
WVEC	34%	\$15,664.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/07/12	08/10/12	M-F 9-10a The Nate Berkus Show	CM	9-10a	- TWTF - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	- TWTF - -		1		\$75.00		0.00					
E 2	WVBT	08/07/12	08/10/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	2	\$75.00	P2	0.00	NM	2	\$150.00

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 Flight Dates: 08/07/12 - 08/13/12

Advertiser: POL/Hirschbiel for Congress (D)
 Product Desc: 8/7-8/13 PAUL HIRSCHBIEL
 Estimate: 1552

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF- -				2	\$75.00		0.00			
E 3	WVBT	08/07/12	08/10/12	M-F 730-8p 30 Rock	CM	730-8p - TWTF- -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF- -				1	\$300.00		0.00			
E 4	WVBT	08/07/12	08/10/12	M-F 10-1044p Fox News @ 10	CM	10-1045p - TWTF- -	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF- -				1	\$1,000.00		0.00			
E 5	WVBT	08/07/12	08/10/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p - TWTF- -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF- -				1	\$300.00		0.00			
E 6	WVBT	08/11/12	08/11/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p - - - - - S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP SATURDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- - - - - S-				1	\$300.00		0.00			
E 7	WVBT	08/13/12	08/13/12	M-F 1130p-12a M-F 1130p-12a	CM	1130-12a M- - - - -	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
30 ROCK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M- - - - -				1	\$150.00		0.00			
E 8	WVBT	08/13/12	08/13/12	M-F 9-10a The Nate Berkus Show	CM	9-10a M- - - - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
NATE BERKUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M- - - - -				1	\$75.00		0.00			
E 9	WVBT	08/13/12	08/13/12	M-F 10-11a Millionaire	CM	10-11a M- - - - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M- - - - -				1	\$75.00		0.00			
E 10	WVBT	08/13/12	08/13/12	M-F 730-8p 30 Rock	CM	730-8p M- - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M- - - - -				1	\$300.00		0.00			
E 11	WVBT	08/13/12	08/13/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p M- - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M- - - - -				1	\$300.00		0.00			
E 12	WVBT	08/07/12	08/10/12	WAVY News @ Noon WAVY News @ Noon	CM	12-1p - TWTF- -	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
AMERICA'S COURT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF- -				1	\$100.00		0.00			
E 13	WVBT	08/13/12	08/13/12	M-F 12-1p America's Court	CM	12-1p M- - - - -	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
AMERICA'S COURT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M- - - - -				1	\$100.00		0.00			
Totals												14	\$3,225.00	